*P: Hess_Ret, HESS
From: Kuruc, Nick
Edited: 9/2/97 14:22
Subject: Amerada Hess Corporation

ROU Communication to Retail Divisions: Reference Chain ID's 0353-03-01 through 08

RE: APD Installation in Hess Mart Stores

We have made some changes with regard to the installation of APD's and DORAL Savings Displays in Hess Mart. Listed below are details:

[] No change to previous communication regarding the APD 3 wrap configuration. Individual store planograms will be mailed as soon as they are available.

[] The DORAL Enhanced displays previously ordered will be changed to the following components:
System III Base w/ 2- 40 pack trays and large Non Illuminated Enhanced Sign
(total 16 facings)

APD's are currently in the process of being shipped to stores. Due to the last minute change, some DORAL Displays were shipped. Please communicate to Retail Reps the following:

> Install APDs as previously instructed.
> Do not install DORAL Displays that were shipped to stores. These displays should be picked up.
> Install System III Displays on the backbar when they arrive. DORAL should be placed on the top tray, with SIGNATURE placed on the bottom tray.

This change was made to ensure display uniformity with Hess's new Pick Kwik Group.

We apologize for the mix-up!

51847 3366

Rep Name:	
Account #:	
Division:	
Date:	
SIS :	
Acct. Name:	
Address:	

	Ship to:	Memo to:
ROU:		
Division:		
Store:		
Employee home:		

is the total cost of this order | Revised: 6/24/97

Use blank areas to fill in items not listed on form Order #:

Item #	Qty	A P D (Adjustable Pole Display)	SKU	Total Units	Unit Cost	Cost
526730		APD - 1 NON illuminated	1		$36.55	
526742		APD - 2 NON illuminated	1		$45.15	
526751		APD - 3 NON illuminated	1		$54.10	
526760		APD - 4 NON illuminated	1		$59.50	
526781		APD NSS Security Shield - 4 Wide	1		$2.57	
526784		APD NSS Security Shield - 3 Wide	1		$2.18	
527234		APD Medium Sign Catalog Holder	1		$2.85	
527240		APD Tray Catalog Holder	1		$2.85	
526724		APD - 1 Illuminated (Limited Supply)	1		$84.30	
526733		APD - 2 Illuminated (Limited Supply)	1		$89.36	
526745		APD - 3 Illuminated (Limited Supply)	1		$116.17	
526754		APD - 4 Illuminated (Limited Supply)	1		$96.13	
Item #	**Qty**	**System III Components**	**SKU**	**Total Units**	**Unit Cost**	**Cost**
193668	/	Base	1		$8.00	
123162		Leg Extensions (1 pair per sku)	1		$2.06	
136468		Floor Stand	1		$21.00	
119994	2	40 Pack Tray	1		$6.12	
178169		30 Pack Tray	1		$5.25	
179335		80 Pack Tray	1		$7.50	
395265		Small Channel Strip Holder	1		$0.50	
395276		Large Channel Strip Holder	1		$2.00	
		Small Non Illum Sign - DISCONTINUED	1		$3.50	
490430	1	Large Non Illum Sign	1		$5.00	
469070		Adj. Lighted Sign	1		$27.25	
515900		Illum. Enhan. Sign (30 Pk)	1		$28.50	
515930		Non-Illum Enhan. Sign (30 Pk)	1		$5.25	
515942		Non-Illum. Stand. Sign (30 Pk)	1		$4.00	
515921		Large Channel Strip Holder(30pk)	1		$2.00	
487592		Star Burst Grippers	25		$2.25	
					$5.23	

To: All Hess Marts

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